

TITLE	BUSINESS STUDIES (A LEVEL)
BOARD	EDEXCEL
INTRODUCTION	You do not need to have studied GCSE Economics or Business Studies to take this course. It is more important that you have a lively and enquiring mind, an interest in business and economic affairs and a desire to explore new ideas and communicate them effectively.
COURSE STRUCTURE	<p>The first year course is made up of two units: Theme 1: Marketing and People looks at the nature of markets, explores the marketing and human relations functions within a business and investigates the role of entrepreneurs and leaders in the context of business start-ups. Students will examine how businesses need to adapt approaches within a dynamic business environment. Theme 2: Managing business activities enables students to develop an understanding of the issues surrounding raising and managing business finance, using resources efficiently and effectively and the economic and legal factors that may constrain their operations. They will investigate different types and sizes of organisation from a range of sectors in local, national and global contexts.</p> <p>The second year course continues with two further units: Theme 3: Business decisions and strategy develops the material studied in Theme 2 to examine issues surrounding business growth, decision making techniques, the influences on business decisions, how we assess competitiveness and strategies that can be used to manage change. Theme 4: Global business develops the work undertaken in Theme 1 to include issues surrounding globalisation, how global markets may influence business expansion, how marketing strategies need to be varied in global markets and the significance of multinational companies, including the ethical dimensions of global business activities.</p>
ASSESSMENT	At A level there are three examinations. A paper each for Themes 2 and 3 and Themes 1 and 4 (each making up 35% of the mark) and the third paper (30% of the mark), a synoptic paper drawing on material from all four themes. It is of two hours duration and uses a pre-released context document that the examination board will publish in the June preceding the examination year. Both sections of the examination will comprise one data response question broken down into a number of parts including one extended open response question. Each section will contain previously unseen stimulus materials comprising both quantitative and qualitative material.
GENERAL COMMENTS	This course is well regarded by universities and does ultimately lead to a wide variety of career options. It can be effectively combined with a wide range of other subject options and a large number of university courses are offered that allow Business Studies to be combined with other areas of interest.
PROGRESSION	Business Studies combines well with a range of social science and humanities subjects and can lead to university courses in areas such as law, accounting, politics, geography and of course economics and business. The subject also provides a good background for those students considering setting up their own business.
ENTRY REQUIREMENTS	In order to study A level Business Studies, you should have obtained at least a grade 6 in GCSE Business Studies or Economics. If you have not been examined in this subject at GCSE you should have obtained at least a grade 6 in GCSE Maths or English Language.

If you have any questions regarding this course please see Mr Cherry.